

PHILIP MORRIS U.S.A.

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INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Herb Foster  
FROM: Keith Miller  
SUBJECT: Elan Test - Dallas/Ft. Worth

DATE: April 22, 1988

As a follow up to the Elan meeting, we have begun to investigate outdoor and alternative ROP opportunities in the Dallas/Ft. Worth trading area.

Presently, transit advertising is available in addition to paint and 30-sheet. In Waco, both tail light displays and queen size posters are available on buses. In Dallas, tail light displays, king size posters and interior cards are available on buses.

We hope to learn of other outdoor availabilities when Chris Massler returns to his office Monday.

We also investigated the availability of alternative ROP in the Dallas/Ft. Worth area and came up with the Dallas Observer. The Observer has a circulation of 75,000 and is VAC audited. Although 70% of its audience is between 21 and 34 years old, we do not recommend the Observer due to its 61% male readership.

We will keep you informed of any new media opportunities in the Dallas/Ft. Worth trading area that would be beneficial to the Elan test.

/ftl

Keith

cc: J. Cunningham  
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